

A PRACTICAL GUIDE

ARTIFICIAL INTELLIGENCE FOR JOBSEEKERS

IMAGINE

HAVING YOUR OWN VIRTUAL ASSISTANT ON HAND DURING THE JOB APPLICATION PROCESS...

This guide serves as a COMPLIMENTARY RESOURCE to help you identify where using Generative AI tools may assist you in the job market, as well as provide practical tips and examples. It is designed to supplement our Future Skills Programme, a free online AI training programme, where you can build your AI skills through, bite-sized practical training modules.



Artificial Intelligence (AI), in particular Generative AI (Gen AI) tools such as Chat GPT, Copilot, Claude, Gemini and our own CV Maker etc. are powerful assistants that can significantly enhance your job application activities.

It's like having your own virtual assistant that advises you on how to create a polished CV / resume and then guides you in tailoring it for each job you apply for; or suggests ways to demonstrate you are a good fit for a job, not just in your current field, but also in new roles or industries, by enabling you to understand your transferable skills. Or one who suggests how to prepare effectively for an interview by generating practice interview questions tailored to the specific job you're applying for.



To help you navigate AI limitations and challenges, we've highlighted things to watch out for alongside the guidance and examples in each section. If you're unsure whether using AI is appropriate at any stage of your recruitment journey, please speak with your recruiter for guidance and support.

AI uses across the job application process

This guide will help you identify where Generative AI tools can add value at every stage of the job application process, providing practical hints, tips, and prompt examples to use these tools effectively.



1 CREATE & TAILOR YOUR CV

(OR JOB APPLICATION)

THE ADECCO GROUP HAS DEVELOPED AN ADVANCED AI-POWERED CV MAKER THAT WILL GUIDE YOU THROUGH EVERY STEP OF THE PROCESS.



Check for accuracy. Make sure all your details, including job titles, dates, responsibilities, and achievements, are correct and complete.

Personalize your CV. Adjust the tone, style, and examples so it reflects you and helps you stand out.

Seek feedback. Ask a mentor, friend, or career advisor to review your CV and highlight ways to strengthen it.

Protect your personal information. Avoid sharing sensitive details on open AI platforms and add any personal information back into your document afterwards.

Align your CV to the role. This helps your CV appeal to hiring managers and perform well in screening software.

If you are applying for jobs with a generic AI generated CV or application, hiring managers will spot that and it will not help your chances of landing that interview.

More details are provided at the end of this guide.

CREATE YOUR CV

Simple and fast CV creation:

Our AI-powered tool creates a personalized CV/resume in minutes. Specify your job position and our **CV Maker** will provide a comprehensive description for a compelling CV. You can then customize it further as you need.

Choose the designs for free:

Personalize your resume with a range of professional templates to create the best resume for your needs. Showcase your skills and style simply and effectively.



Accessible for everyone:

Our **CV Maker** is fully accessible and complies with international standards. It is also an intuitive tool that makes employment accessible to everyone.

Speech to text:

Our speech to text functionality allows you to simply and easily create and edit your professional experience.

TAILOR YOUR CV

When your CV or job application showcases your most relevant experience for the job it immediately strengthens your application.

In today's competitive job market, standing out starts with a strong CV. Artificial Intelligence (AI) tools can make this easier. Whether you're starting from scratch or updating an existing CV, AI can help you highlight your strengths, improve the layout and make your CV professional and effective.

Here's how:

1. Upload or paste the job description into a Generative AI tool. This allows AI to analyze the role's requirements, frequently mentioned keywords and the overall tone of the job posting.
2. Incorporate the identified keywords and skills naturally into your CV or application. Focus on integrating them into your professional summary, work experience and skills sections in a way that feels authentic and relevant to you.

The process of tailoring your CV or application also helps you to understand the unique qualities that position you as a strong candidate. Preparing you to confidently answer questions from a hiring manager or recruiter.

Identify the top key words and skills to highlight:

To tailor your CV or application effectively, start by extracting the most relevant skills, experiences and terminology from the job description.

SAMPLE PROMPTS:

"Which skills, qualifications and experiences are emphasized most in this job description? How can I align my CV to reflect them?"

"Which keywords and phrases should I emphasize in my job application based on this job description for a [insert role name] job at [insert company name]."

2

ENHANCE YOUR
NARRATIVE

AI CAN BE A POWERFUL TOOL IN MAXIMIZING THE EFFECTIVENESS OF YOUR CVs, APPLICATIONS AND COVER LETTERS. IT HELPS YOU REFINE YOUR IDEAS, STRUCTURE YOUR THOUGHTS AND ARTICULATE YOUR EXPERIENCE MORE CLEARLY AND PERSUASIVELY.



Be honest about your skills and experience. If AI exaggerates or overstates your strengths, adjust the content so it accurately reflects you.

Personalize all AI-generated content. Avoid copying generic responses. Tailor the language and examples so they feel authentic and help you stand out.

Protect your personal information. Avoid sharing sensitive details on open AI platforms and add personal information back into your document afterwards.

Use AI to strengthen clarity and quality. AI tools can help improve readability, grammar and structure, making your message more concise and impactful.

More details are provided at the end of this guide.



Identify examples that highlight the skills needed for the job. AI can assist you in brainstorming ideas and identifying impactful examples to include in your CVs, applications and interviews.

Refine your language and make arguments more persuasive. AI can suggest clearer, more impactful phrasing and help you structure your points logically to enhance their effectiveness.

Structure your responses to competency-based questions: Competency statements are key to demonstrating your experience and suitability for a role, particularly in interviews and applications that focus on skills-based questions. AI can help you refine and strengthen these examples by improving clarity, structure and impact.

Here's how:

1. Start by selecting a few relevant examples from your experience that demonstrate key behaviors (e.g., leadership, problem-solving, collaboration).
2. Write a rough draft of what you would like to say for each example.
3. Ask AI to help you structure the story using the CAR (Context, Action, Result) or STAR (Situation, Task, Action, Result) format.
4. Ask AI to identify areas where the examples could be strengthened or made more relevant to the role.
5. Ensure the revised language still reflects your authentic voice and experience. Edit any generic phrases to make them specific to your achievements. While AI-revised sentences/paragraphs may 'sound professional', always ensure that they are meaningful and will add value to your application.

SAMPLE PROMPTS:

"I'm applying for [insert job title or industry] and I want to highlight my reliability and teamwork. Please give me several strong, varied examples of how to describe these qualities in a professional context. These should include different types of contributions such as, working well with others, showing up consistently, helping solve problems, supporting customers or coworkers. I will personalize the examples with my own experiences."

OR

"Here's a summary of my previous experience: [insert a few lines about your role, team size, key tasks you handled, or challenges you overcame]. Based on this, can you suggest clear and impactful ways to describe [insert skill(s)] using straightforward language suitable for a [CV/cover letter/application]?"

OR

"Here's a rough draft of a competency example I want to use in a job application: [Insert your example here]. Please help me structure this using the STAR format and make the language more professional and impactful."

OR

"This is a competency example I'm planning to use to apply for a job: [Insert your example here]. Can you suggest ways to strengthen it—such as adding more detail, clarifying the result, or aligning it more closely with [insert the competency you are looking to demonstrate e.g. leadership/problem-solving/teamwork]?"

OR

"Here's a behavioral example I've written: [Insert your example here] I'm applying for a [insert job title] role. Can you help me tailor this example to better match the responsibilities of this job?"

NOTE: Giving false information or pretending to be someone else can be considered dishonest, unlawful or fraudulent. It is far better to be honest than to have to explain a claim you cannot back up in an interview.

3

PERFORM
RESEARCH

AI CAN BE A VALUABLE TOOL IN HELPING YOU CONDUCT FOCUSED, INSIGHTFUL RESEARCH TO STRENGTHEN YOUR JOB APPLICATIONS. BY USING AI TO EXPLORE PUBLICLY AVAILABLE INFORMATION ABOUT A COMPANY (SUCH AS ITS MISSION, VALUES, RECENT PROJECTS, OR STRATEGIC INITIATIVES), YOU CAN DEMONSTRATE A GENUINE UNDERSTANDING OF THE ORGANIZATION AND ITS GOALS.



Check the accuracy of information. Verify that details provided by AI are correct and up to date.

Use credible sources. Cross check key facts with trusted websites, official publications, or the organization's own materials.

Be aware of limitations. AI tools can only draw from the information available to them, so responses may be incomplete or miss important context.

More details are provided at the end of this guide.

AI can help you identify current trends in the industry or profession, allowing you to draw meaningful connections between your experience and the challenges or opportunities the company is facing. This can make your application stand out and show that you're a good fit for the job and the company.

Targeted company research relevant to a role or job: You can use AI to generate tailored insights about a company based on a specific job description you've uploaded.

Here's how:

1. Upload or paste the job description to provide context to the AI tool, to help it understand the focus and responsibilities of the role.

2. Ask your AI tool a targeted question, such as: "I'm applying for a role at [Company]. Based on the job description, can you provide:

- A summary of the company's mission, values and recent initiatives relevant to this role.
- Any major projects, strategies or news that align with the responsibilities in the job description.
- Insights into the company culture and what they might be looking for in a candidate for this position.
- Suggestions on how I can tailor my application to reflect alignment with the company and the role."

3. AI can be used to identify relevant industry or professional trends that you might want to call out or reference in a cover letter, application or interview.



SAMPLE PROMPTS:

Can you give me a simple summary of [Company Name]'s mission and values, and any recent changes or projects that are publicly available and might affect staff in [insert role that you are applying for at the company or the department you would like to work in]?"

OR

"What are some recent news articles, press releases, or announcements about [Company Name] that could help me understand their current priorities?"

OR

"What are [Company Name]'s key products, services or markets, and how do they differentiate themselves in their industry?"

OR

"What is the work environment like at [Company Name], and what kind of attitude or qualities do they look for in people?"

OR

"What are the current trends or challenges in the [industry/profession] sector that a candidate should be aware of when applying for a role at [Company Name]?"

4

IDENTIFY YOUR
TRANSFERABLE
SKILLS

AI CAN BE A VALUABLE TOOL FOR IDENTIFYING YOUR TRANSFERABLE SKILLS—WHETHER DEVELOPED IN THE WORKPLACE, THROUGH EDUCATION, OR IN OTHER AREAS OF LIFE. IT HELPS YOU RECOGNIZE AND ARTICULATE HOW YOUR EXPERIENCE ALIGNS WITH THE REQUIREMENTS OF A ROLE, EVEN IF YOU ARE MOVING INTO A NEW SECTOR OR INDUSTRY.



Check that suggestions align with your goals. Make sure the skills AI highlights are relevant to the roles or career path you are aiming for.

Watch out for inaccuracies. AI may misinterpret your experience or suggest skills you do not actually have - review everything carefully.

Consider both hard skills (e.g. forklift operation or data analysis) and soft skills (communication, teamwork, or problem solving).

Highlight skills with real examples. Once AI suggests skills, link each one to a specific achievement or experience so it feels authentic and grounded.

More details are provided at the end of this guide.

Transferable skills can come from all parts of your life - not just paid jobs: These include things like helping in your community, looking after family members, volunteering or supporting others.

- You might have built skills through parenting, caring for someone, helping neighbors, joining local groups (online or in person), or even through hobbies like sports, music or crafts.
- You may also have learned useful things through life experiences like moving to a new country, managing a household, or helping friends with advice or support.

All of these can show qualities like responsibility, teamwork, problem-solving, and communication – which employers value.

Identify your transferable skills:

Here's how:

1. Upload or paste the job description into a Generative AI tool. This allows the AI to understand what skills they are looking for.
2. Use AI to assess the transferable skills you have developed through your experiences both inside and outside of work. Or ask AI to help you reframe or reposition the way you describe your skills and experiences to make them more appropriate to a job you are applying for.
3. Review and personalize the output: Make sure it reflects your authentic voice and your experiences.

SAMPLE PROMPTS:

"How would I talk about my experience [Insert experience e.g. caring for my elderly parents] to explain why I would be good fit for a role in [Insert role e.g. accounts payable]"

OR

"How would I talk about my experience [Insert Experience e.g. playing regularly in a community football team] to explain why I would be a good fit for the job description for [insert job title] attached."

OR

"Tell me about the transferable skills in this experience: [Insert a short summary of the experience and any more specific responsibilities/ activities you would want to flag]"

OR

"I want to identify the broad skill categories I may have developed from my job roles. Please include both soft skills (e.g. communication, leadership, problem-solving) and hard skills (e.g. technical abilities). Here are my current and past job roles (or tasks/responsibilities): [List your job roles and tasks /responsibilities]."

HOW TO MAXIMIZE YOUR PROMPTS

Generative AI is only as effective as the prompts you provide. A well-constructed prompt clarifies intent, reduces ambiguity and significantly improves the quality of AI-generated outputs.

Here are three practical ways to strengthen your prompts to achieve more consistent results and unlock greater value from generative AI.

1. Use a consistent formula for prompting

Generative AI tools: The CORE formula will enhance your generative AI outputs. When prompting provide Context (guidance), Objective(s) (state exactly what you want AI to do), Role (tell it the role it needs to take to support the way it thinks), and Execution (define how the output should be delivered).

2. Upload or paste the job description or company

research you have completed into the AI tool: This allows the AI to generate questions which are specifically relevant to the specific job and/or company.

3. Ask your AI tool

targeted question: Reflect on the response provided by the AI tool and ask follow up questions to further refine your response.

5 BUILD NEW SKILLS

AI CAN BE A POWERFUL ALLY IN UNDERSTANDING AND BUILDING YOUR SKILLS, ESPECIALLY IF YOU ARE CONSIDERING A CAREER CHANGE. IT CAN HELP YOU RESEARCH THE SKILLS IN DEMAND IN YOUR TARGET INDUSTRY AND SEE HOW YOUR CURRENT SKILLS ALIGN WITH THOSE NEEDS.



Check accuracy and relevance. Make sure the courses or resources suggested by AI align with your goals and genuinely support the skills you want to develop.

Review the credibility of providers. Check the quality and reputation of courses, trainers or organizations.

Keep learning. Stay proactive and explore additional resources and opportunities to grow your skills.

Be realistic about time and commitment. Choose learning options that fit your schedule and preferred learning style.

More details are provided at the end of this guide.



Match your skills to the industry or job: If you're considering a career change, AI can help you research the skills in demand in your target industry.

Compare your skills with those listed for your chosen job/industry. Identify any gaps in your skills.

If you identify any gaps, AI can suggest resources or courses to help you develop new skills, ensuring you are well-prepared for your preferred job.

Understand how to build the skills you need for a job: AI can help you research resources or courses that can help you develop the skills you are missing, looking for online courses, workshops, certifications, or training programs.

You can specify your preferences, such as whether you prefer face-to-face and if you need them to be in a specific geographic area. If suitable options are not provided try adding: "Consider free resources like webinars, tutorials and industry blogs."



Use the information to create a skills development plan: Set specific goals and timelines for acquiring the new skills.

Update your profile: Once you have developed the necessary skills, update your CV/resume, cover letter and LinkedIn profile to reflect your new skills and any new qualifications.

Use the AI's suggestions as a starting point: Stay open to continuous learning and be proactive in seeking additional resources and opportunities for skill development.



SAMPLE PROMPTS:

"I need help researching resources or courses to develop the following skills [insert the skills that you would like to build]. Please look for courses, workshops, certifications, or training programs. I prefer [specify your preferences, such as face-to-face or online courses, a specific geographic area]. With your recommendations include details of any costs and course dates (where possible) and provide a webpage link to the registration information or resources."

OR

"I want to research the skills in demand in [specify the industry you are targeting, including any specific roles or job titles]. Please list the required skills for the target industry. Use reliable sources such as industry reports, job boards and company websites to identify the skills in demand." This will try and ensure formal sources are used.

6 PREPARE FOR INTERVIEWS

AI CAN BE A VALUABLE TOOL IN HELPING YOU PREPARE FOR AN INTERVIEW. IT CAN PROVIDE INSIGHTS INTO COMMON INTERVIEW QUESTIONS AND OFFER PERSONALIZED FEEDBACK ON YOUR RESPONSES.

AI can also analyze the job description to suggest tailored questions you might ask the interviewer, helping you demonstrate your interest and knowledge about the role and company. You can also use AI to help you research the industry, company and trends ahead of your interview.

1. Prepare for Common Interview Questions:

AI can generate a list of common interview questions for the specific role you are applying for and analyze your practice responses to these interview questions. Providing feedback on areas such as clarity, conciseness and relevance.



SAMPLE PROMPTS:

"I have an upcoming interview at [company name] for the role of [specific role title] detailed in the attached job description. Help me prepare by providing common interview questions for this role."

OR

"Can you provide detailed examples of competency-based interview questions and ideal answers for a [insert role name] role in the [insert industry or sector]? Please list the questions, include explanations for why each question is asked and how to best respond."

OR

"I have an upcoming interview for a [specific role] at [company name]. Please help me generate specific questions to ask the interviewer based on the job description and company research. Here is the job description: [Insert job description or say it is uploaded]. Here is what I know about the company: [Insert company research or say it is uploaded]."

AT THE ADECCO GROUP, OUR RECRUITERS AND HIRING MANAGERS VALUE THE SKILLS, PERSONALITY, EXPERIENCE AND POTENTIAL THAT SET YOU APART. AI TOOLS CAN HELP YOU PREPARE, BUT TAKE CARE THAT THEY ENHANCE, RATHER THAN HIDE, THE QUALITIES THAT MAKE YOU UNIQUELY YOU.



Do not use AI to provide real time responses, for example during live interviews or assessments.

Personalize your questions and responses. Adapt them to your style, the role and the context of the interview. Make sure responses sound natural and genuinely reflect your experience.

Choose thoughtful questions to ask which:

- Show your understanding of the role and its responsibilities.
- Reflect your knowledge of the company.

Demonstrate your curiosity about the organization's future and how you can contribute.

Explore specific areas of interest you identified during your research.

More details are provided at the end of this guide.



2. Tailored Questions: AI can suggest questions to ask the interviewer based on the job description and company research, demonstrating your preparedness and interest in the role.

- Review and customize the questions to fit your personal style and the specifics of the interview.
- Ensure questions are open-ended and encourage a meaningful conversation.
- Practice asking the questions in a natural and confident manner. Consider how you will incorporate them into the flow of the interview.

3. Practice for competency/skills-based questions: Competency-based questions are used in interviews to help employers evaluate a candidate's skills and abilities relevant to the job, based upon how they have handled specific situations in the past.

THIS GUIDE SHOWS HOW AI CAN ENHANCE AND SUPPORT YOUR JOB APPLICATIONS.

While AI can be a powerful tool, it also has limitations. Below, we outline some important things to watch out for. You are responsible for ensuring that any use of AI tools follows local laws, regulations and the policies of any potential employer.

WHAT TO WATCH OUT FOR...



Keep your data confidential:

Be cautious when sharing your or another person's personal data (e.g., full names, personal contact details), especially data that is considered sensitive or highly confidential*, and confidential company information (e.g., trade secrets, proprietary business information).

Sharing personal, sensitive or confidential information with AI tools can be risky, and in some jurisdictions, may be unlawful under data protection or privacy laws.

Once shared, this data could be stored, reused or accessed without your knowledge, increasing the risk of regulatory penalties, identity theft, fraud or other misuse.

Instead, it is recommended that you anonymize what you share, describing your experience without using real names or personal details. Then let the AI help with structure and wording and add your real information afterward.

REMEMBER: WHILE EVIDENCE SUCH AS FIGURES WILL HELP STRENGTHEN YOUR EXAMPLES, THIS INFORMATION MAY BE SENSITIVE. IF YOU'RE USING AI TO ENHANCE YOUR NARRATIVE, REMOVE THESE FIGURES FIRST AND PUT THEM BACK IN ONCE YOU HAVE FINISHED USING AI.

**Examples include: government ID numbers (e.g., Social Security numbers, driver's license numbers), bank account details (e.g., credit card numbers, bank account numbers), health and medical records (e.g., prescription details, medical history), genetic and biometric data (e.g., fingerprints, facial recognition data), racial or ethnic background (e.g., being identified as Asian), political views (e.g., being a member of a political party), religious or philosophical beliefs (e.g., being Christian), sexual orientation (e.g., being heterosexual), union membership, precise location (e.g., GPS coordinates, home address).*

Be genuine:

We value the unique skills, personality, experience and potential of our candidates. We are looking for the person behind even the most professionally created application. Overusing AI can make your responses seem scripted and less genuine. Do not copy and paste generic responses without editing them. Instead, use AI tools as an input to the process and tailor your responses to your own tone to allow your personality to shine through. This will also help you develop genuine communication skills and personal insights.

Do not use AI for real-time responses or assessments:

AI should never be used to answer questions during live or pre-recorded interviews or respond to skills or personality assessments. Giving false information, pretending to be someone else, or using AI to get around employer assessments or application requirements may be considered dishonest, unlawful or fraudulent. If you're unsure whether using AI is appropriate at any stage of your recruitment journey, please speak with your recruiter for guidance and support.

Beware of bias in responses:

Sometimes AI may reflect bias from the data and information it was trained with. Carefully review any AI generated content you use for unintended bias or inappropriate language.

AI-generated suggestions are for general guidance only:

Please remember that they are not professional or career advice. For advice that fits your personal situation, speak to a qualified expert

Do not inflate skills or experiences:

AI can be enthusiastic and comforting. Sometimes it might try a bit too hard to help you stand out or may reflect bias from the data and information it was trained with. Always read the final version to ensure every claim reflects accurate, truthful information and the real you. If AI exaggerates anything, correct it. Giving false information or pretending to be someone else can be considered dishonest, unlawful or fraudulent. It is far better to be honest than to have to explain a claim you cannot back up in an interview.

Accuracy & misinformation:

AI-generated content may include outdated, incorrect or fabricated information (also known as "hallucinations"). Always cross-check critical facts with trusted, up-to-date sources to ensure they reflect accurate, truthful information.

Lack of source transparency:

AI tools don't always cite their sources, making it difficult to verify where information came from or assess its credibility. If you cannot find the source, it is best not to use that information.

Limited information:

AI tools rely on available information so they might not always provide comprehensive responses, particularly for less common job types or companies with minimal online presence.

Be compliant:

You are responsible for making sure that any use of AI tools complies with local laws, rules and your potential employer's policies.

The Adecco Group does not guarantee the completeness, accuracy, reliability, suitability or availability of any content, materials or information created by AI tools that are not provided by the Adecco Group. The Adecco Group reserves the right to update or modify this guide and AI tools mentioned at any time to reflect changes in technology, law or best practices. Please ensure you have the current version of the guidance before use.